



July 1, 2013

The following is a report on Public Affairs Programming for the Second Quarter of 2013 during which time the top issues of community interest and concern in St. Petersburg, Florida and the surrounding area were found to be:

Economy
Health
Education
Community Relations

In order to meet these issues, WPOI-FM airs two public affairs programs on Sunday mornings as well as weekday news updates.

"Spectrum" airs Sunday mornings at 6:00 a.m. "Sunday Morning" airs Sunday mornings at 6:30 a.m.

WPOI-FM also helps meet community issues through daily programming. As traffic and transportation are often major issues for residents of Tampa Bay, WPOI-FM airs traffic reports four times hourly on weekdays from 6:00 to 9:00 a.m. and 4:00 to 6:00 p.m.

WPOI-FM also runs a heavy schedule of :60 second Public Service Announcements produced by the Florida Association of Broadcasters throughout all hours of the day.

Respectfully submitted,

Tim Clarke
Program Director

TC/mlm

Economy

Sunday, April 7, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Lenzo Canty, Certified Public Account, Tampa.

Mr. Greene discussed with Mr. Canty the list of things to do for taxpayers before and after the April 15th deadline. Mr. Canty discussed dealing with identity tax fraud, how to start and maintain a business, and keeping good tax records of expenditures and deductions within the company.

Sunday, April 7, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Greg Rosica, Ernst and Young Tax Preparation.

Ms. Lawson discussed with Mr. Rosica the changes in the tax codes that affect our upcoming April 15th deadline. Mr. Rosica discussed the most common filing error, overlooked deductions, and the tax law changes on a State and Federal level. Mr. Rosica also gave tips on avoiding mistakes and how to make the most of your deductions. Whether filing on your own or with an accountant, Mr. Rosica gave insights into what everyone should know before filing. In closing, Mr. Rosica discussed strategies for using deductions to pay for education, health care needs, and how to plan for better retention of money for the coming year.

Sunday, April 21, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Scott Pfister, PhD., Department of Agriculture.

April marks the beginning of a vulnerable time for America's natural resources as more people hike, garden, and travel abroad which increases the risk of potentially devastating invasive pests and diseases. Ms. Lawson discussed with Dr. Pfister the threats these invasive pests can have on agriculture here in Florida. Invasive pests have cost the U. S. billions of dollars, and their spread around the country could result in lost agriculture jobs, closed export markets, and damaged ecosystems. Citrus Greening, in Florida, has incurred a loss of more than 4.5 billion in citrus production from 2006 and 2007 to 2010 and 2011 according to a University of Florida study. Dr. Pfister also presented ways to control pests such as non-native insects, animals, plants, and diseases that feed on Florida crops, trees, and plants. Steps include burning firewood, buying plants from reputable sources, and learning to identify signs of an invasive pest and reporting them. Dr. Pfister explained that following these steps can go a long way in protecting America's agricultural bounty and natural beauty.

Sunday, May 5, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Walter Walker, Jr., Housing and Education Alliance, Tampa.

Mr. Greene discussed with Mr. Walker the steps first-time home buyers need to deal with such as soaring credit scores, negotiating loan modifications with lenders, down

payment assistance programs throughout the Tampa Bay area, and foreclosure prevention.

Sunday, June 2, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Sylvia Alvarez and Philip Taglarini, Housing and Education Alliance, Tampa.

Mr. Greene discussed with Ms. Alvarez and Mr. Taglarini the need for the public to support the continuation of the local HUD (Housing and Urban Development) Office that serves hundreds of thousands of citizens along the West Coast of Florida. Ms. Alvarez and Mr. Taglarini provided a listing of the various foreclosure prevention methods and discussed FHA programs to help prospective home buyers with the supply of affordable housing for those with low and moderate incomes. They also talked about how the proposed Esperanza Project will help to house the homeless.

Sunday, June 16, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Ed Peachey, Worknet Pinellas and Tampa Bay Workforce Alliance, Hillsborough and Pinellas Counties.

Mr. Greene discussed with Mr. Peachey the improving job market in the Tampa Bay area. Mr. Peachey outlined the different ways Worknet Pinellas and Tampa Bay Workforce are helping job seekers find work in the Tampa Bay area, including assistance and training programs, resume preparation classes, interviewing skills, and basic and intermediate computer skill classes. Mr. Peachey also elaborated on services for youth and military veterans, filing unemployment claims, and assisting businesses in recruiting, screening, and interviewing job seekers.

Sunday, June 24, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Olga Bopf, the City of St. Petersburg

Ms. Lawson discussed with Ms. Bopf the City's new "Shop St. Pete" program. It is an initiative the City of St. Petersburg is taking to entice people to buy and sell locally. Ms. Bopf elaborated on some of the reasons why keeping money in the community keeps taxes lower, results in better service, and produces a better economy for the area. She also discussed upcoming events in the area and provided a list of websites of local shops and services that are offered. In closing, Ms. Bopf discussed local jobs, quality of services in the area, and the positive aspects of buying locally and keeping tax dollars in the community.

Health

Sunday, April 28, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Rafeal Scullo, Director of Suncoast Hospice, Pinellas County.

Ms. Lawson discussed with Mr. Scullo the mission of Hospice and how his therapy and service dog, Ivan, are continuing the tradition of excellence they have provided for years at the Hospice center in Clearwater. Mr. Scullo discussed the Hospice program and how the program helps families deal with death. Mr. Scullo and his dog, Ivan, visit patients at the center and are an integral part of helping to ease the pain and loneliness patients experience while in Hospice. In closing, Mr. Scullo provided information about the services provided by Hospice and presented listeners with websites, phone numbers, and other contact information.

Sunday, May 5, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Dr. Sharona Ross, Tampa Bay Health.

Ms. Lawson discussed with Dr. Ross the upcoming free seminars for women in the Tampa Bay area. They include "Protect Your Bottom Line", a seminar that explores why colon health is the key to staying healthy, and which colorectal cancer screenings are right for you. Another free seminar, "Get Your Groove Back", is back by popular demand. This seminar returns with a panel of experts to discuss pelvic health issues and to answer questions. The seminar explores what we can do to manage menopause, heavy periods, urinary incontinence, and boost libido while improving our confidence and quality of life.

Sunday, May 19, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Mark Wietecha, President and CEO of Children's Hospital Association.

In Florida, there are seventeen children's hospitals that are part of the Children's Hospital Association, an organization that is launching a fight to preserve Medicaid funding for children, especially those children who need specialists and have serious medical conditions. Ms. Lawson discussed with Mr. Wietecha how the Children's Hospital Association is hosting "Speak Now for Kids Family Advocacy Day" in Tampa. This is a two-day event to meet with members of Congress to discuss policy decisions on issues such as Medicaid and the impact on low-income children. Mr. Wietecha tells us how Children's Hospitals are piloting solutions that will not only cut costs but improve care for kids in Tampa Bay and across the country.

Sunday, May 26, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Staff Sgt. Meg Krause, U. S. Army.

Ms. Lawson discussed with Sgt. Krause that June is "PTSD Awareness Month" and how it provides an important opportunity to raise awareness of the signs and symptoms of

Post Traumatic Stress Disorder as well as the resources available for the care and support of warriors coping with these invisible wounds. The U. S. Department of Veteran Affairs estimate that as many as 20% of veterans who served in support of the recent conflicts in Iraq and Afghanistan have experienced symptoms of PTSD. Numerous studies and reports indicate that service members may be hesitant to reach out for care or support for these “invisible” wounds.

Sunday, June 16, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Dr. Sharona Ross, Florida Hospital, Tampa.

Ms. Lawson discussed with Dr. Ross the upcoming free seminars for women this week at Florida Hospital that deal with digestive disorders. Dr. Ross discussed the common surgical digestive problems women suffer from, what kinds of symptoms are associated with these disorders, and the common causes. Dr. Ross also discussed treatment options for acid reflux and gallbladder disease and explained how common these problems have become – especially for women. In closing, Dr. Ross provided listeners with information on how to register for these free seminars.

Education

Sunday, April 14, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Vanessa Johnson, Blue Moon 211, Tampa.

Mr. Greene discussed with Ms. Johnson the increased rate of young people, particularly ones in their teenage years and early 20's, who resort to suicide. Many of the deaths have been blamed on bullying in the school system. Ms. Johnson elaborated on what friends and family members should look for in terms of changes in behavior to help prevent this situation from happening.

Sunday, April 21, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Angelica Norton, Mentor/Youth Counselor, FLAG Program, Tampa.

Mr. Greene discussed with Ms. Norton how her program, Stepping Stone, helps raise the self-esteem of low-achieving students in schools and is helping to make a difference for those students in achieving their high school diploma via a computer-based learning program.

Sunday, April 28, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Dr. Richard Briscoe, Education and Behavioral Modification Specialist at St. Peter Claver School, Tampa.

Mr. Greene discussed with Dr. Briscoe the success schools are having implementing new policies such as smaller class sizes, students wearing uniforms, and other unique features which have resulted in a higher success rate for their students and the school.

Sunday, May 12, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guests: Rasheedah Shariff and Kreesharan Taylor, Let's Keep It Moving, Tampa.

Mr. Greene discussed with Ms. Shariff and Ms. Taylor the program at Middleton High School designed to help students understand how to help people who are dealing with domestic violence and how to keep them from becoming a victim. Ms. Shariff and Ms. Taylor explained that many students have been abused by relatives in their homes. Others have grown up in households where they have witnessed domestic violence.

Sunday, June 2, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Dr. Michael Lomax, President and Chief Executive Officer, United Negro College Fund.

Over the past forty years, the UNCF has profoundly impacted the lives of millions of minority students helping to more than double the number of minority students ages 18-24 attending college in the U. S. However, there remains a persistent gap in education between African-Americans and other students and between low-income students and their more affluent peers. Ms. Lawson discussed with Dr. Lomax the program Better Futures, a national campaign designed to help African-American students get to and through college. The program, which was launched in 1972, has helped over 300,000 students earn graduate and undergraduate degrees. Dr. Lomax discussed the role of the community, local businesses, and government in reducing barriers to access minority higher education.

Sunday, June 9, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Beth Miller, Dee Lynch, and Daniel Powell.

Ms. Lawson discussed with Ms. Miller, Ms. Lynch and Mr. Powell the Spotlight Awards, a recent benefit for the Patel Conservatory at the Straz Center. They also discussed the current state of Arts Education in our schools and how important it is to embrace creativity and how to honor our history in music, dance, and performance theater. Examples of opportunities for growth through artistic endeavors and how schools can use the free education help provided by the Patel program at the Straz were covered. In closing, the guests discussed how the Patel encourages people to explore their artistic side and the positive affect Arts Education has had on students' self-esteem, time management, and dedication to a vision.

Community Relations

Sunday, April 14, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Sandra Sroka, ADA Liaison for Hillsborough County.

Ms. Lawson discussed with Ms. Sroka how the Hillsborough County Alliance for Citizens with Disabilities is seeking nominations for the annual Disability Advocates Awards honoring local individuals and organizations that have contributed to improving the lives of people living with disabilities in Hillsborough County. The winners will be recognized at the annual Expo at the Fred E. Karl County Center on July 24th. The awards include the "Outstanding Community Service Award" which recognizes an individual, group, or organization for outstanding accomplishments and contributions to the community; the "Outstanding Accessible Places for People Award" which honors an individual, organization, or place for developing innovative ideas which improve life and accessibility for the disabled; and the "Outstanding Youth/Young Adult Service Award" which pays tribute to a young person or youth group that volunteers their time to make a positive impact on the lives of people with disabilities.

Sunday, May 12, 2013 – Sunday Morning 6:30 a.m.

30:00

Host: Mimi Lawson. Guest: Dottie Berger MacKinnon, Chairman of the Board of Directors, A Kid's Place of Tampa Bay.

National Child Abuse Prevention Month is a time to recognize the part we each play in promoting the social well being of children. Ms. Lawson discussed with Ms. MacKinnon the project "Through the Eyes of Foster Care" that includes children (who range in age from seven to fifteen) who have suffered abuse, neglect, or abandonment. Ms. MacKinnon provided listeners with "a view" of foster care through the eyes of the children living in it. The children were given cameras and were asked to record the things that make them happy. The images provided a glimpse into their lives, their surroundings, favorite hobbies, and cherished friendships. Ms. MacKinnon also talked about the goals of A Kid's Place, which is a state-of-the-art, sixty-bed facility that provides a safe, stable, and loving environment for abused, abandoned, and neglected children. The primary focus is to provide a homelike atmosphere with live-in house parents where siblings live together until a permanent place can be found.

Sunday, May 19, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Andre Hill, Legends of Sports and Life, Tampa.

Mr. Greene discussed with Mr. Hill the of achievements of well-known and little-known athletes around Hillsborough County who have gone on to become teachers, assistant principals, counselors, deans, coaches, and ministers and positively impacted three generations of students.

Sunday, May 26, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Tom Iovino, Public Information Specialist, Pinellas County Communications Department.

Mr. Greene discussed with Mr. Iovino the upcoming hurricane season in Florida and the different kinds of scenarios and precautions to keep in mind. Topics covered were evacuations and shelter locations, preparing, stocking up supplies, planned routes to evacuate, back up and alternative plans, and how to deal with these major weather events.

Sunday, June 30, 2013 – Spectrum 6:00 a.m.

30:00

Host: Dayle Greene. Guest: Chauncia Willis, Emergency Management Office, City of Tampa.

Mr. Greene discussed with Ms. Willis what residents need to do during storm watches, warnings, and evacuations. Ms. Willis discussed shelter locations, sandbag locations, and car pooling options. Ms. Willis also reminded residents to remember to locate insurance papers and other documents before leaving during a storm, having cash, gassing up their vehicles before evacuating, and what to do with the pets during storm evacuations.